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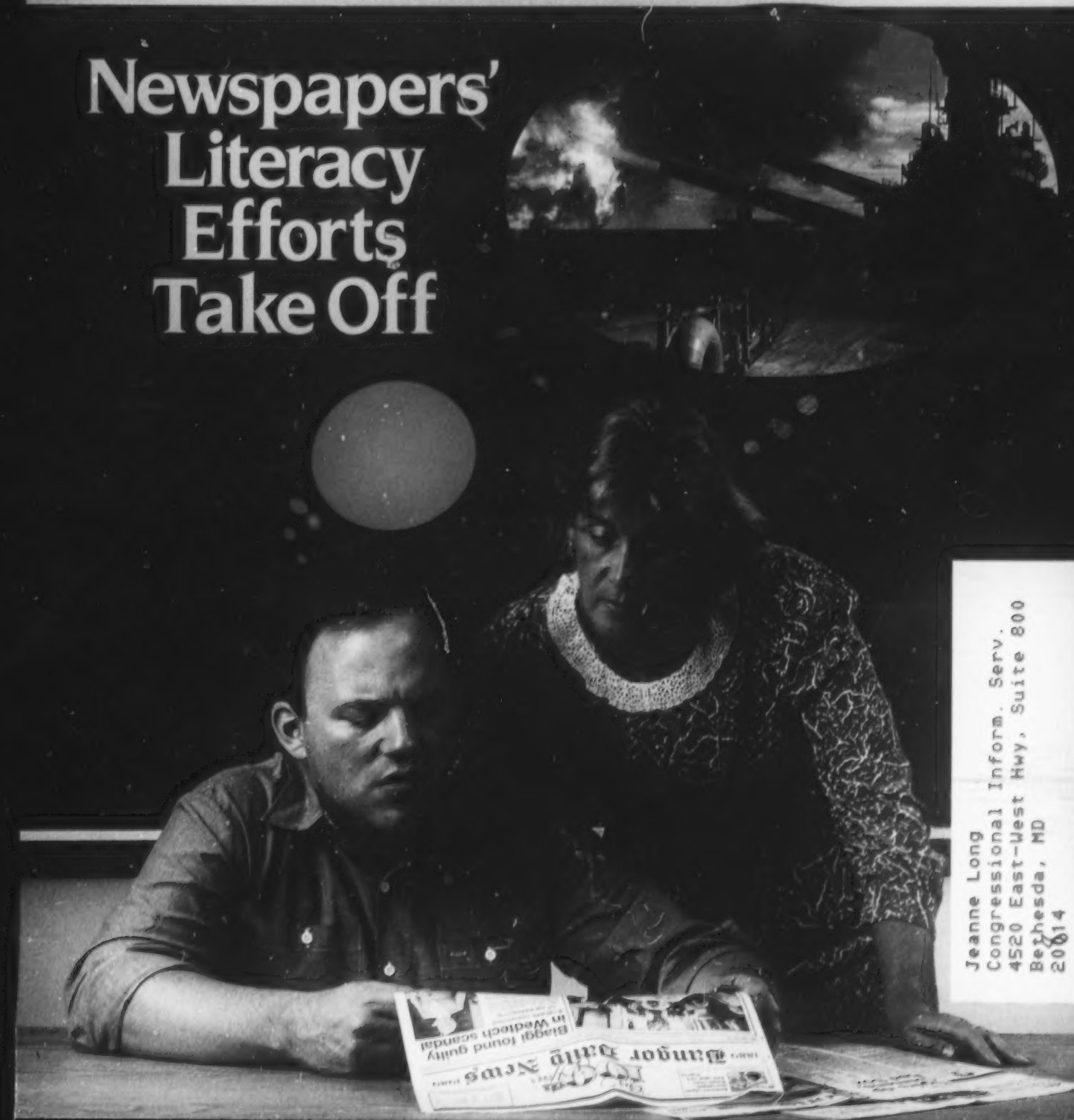
September 1988

Going Beyond Crimes In Police Beat Coverage

# presstime

The Journal of the American Newspaper Publishers Association

# Newspapers' Literacy Efforts Take Off




Jeanne Long
Congressional Inform. Serv.
4520 East-West Hwy, Suite 800
Bethesda, MD
20814

# presstime

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**Special Report** *Newspapers are fighting illiteracy, a specter threatening the vitality of democracy and the prosperity of newspapers. Increasingly, newspaper executives believe that rising illiteracy and declining household penetration are no coincidence. For that and other reasons, literacy programs all over the country are flourishing with newspaper involvement. Never before have so many newspapers undertaken such activism for a cause, going far beyond the traditional editorial crusade. Still, hundreds have yet to act. Here's why they should and how they can.* **26**

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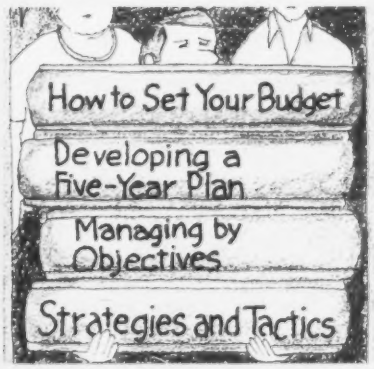


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CHAIRMAN'S CORNER

# Electronic information: Can newspapers exploit it?

After a period of public-policy positioning and a March decision from U.S. District Judge Harold H. Greene, U.S. telephone companies are starting to announce and to deploy specialized services that will have a substantial impact on our industry for years.

Since that March decision, the Bell operating companies, or BOCs, have signaled their intention to use their telephone network to offer services as diverse as a telemarketer's version of Advo and electronic "gateways," which are sort of invisible bridges that can link users with anyone who wishes to provide information or communications services.

Arthur Ochs Sulzberger

ANPA's public-policy position remains concise and precise. We believe the owner of monopoly transmission facilities ought not to have any "ownership" or involvement in the information being transmitted. We expect to reinforce that position in Washington, D.C., and increasingly in the states as well.

Judging how the marketplace will respond is difficult. ANPA policy encourages the use of telephone company facilities—by other than the BOCs—to offer information and communication services to the public. So now the focus of our decade-long effort to understand and use this available technology is on ways it can augment and enhance our basic business—newspapers.

Your Board of Directors is aware of the challenge. To help our business respond, several of our most knowledgeable colleagues have volunteered to lead our assessment and exploitation explorations. One group of senior newspaper executives led by former ANPA Chairman George Wilson of the Concord (N.H.) Monitor is meeting with top executives of the regional telephone companies to discuss personally any public-policy differences and to establish contacts for future business dealings. Meanwhile, Jim Longson of the New York Daily News is leading another group that is reviewing the past and assessing the future, preparing—with staff and Booz, Allen & Hamilton's consulting help—a "white paper" on electronic-information opportunities and threats. When this report is ready, each of us will be able to study and apply it to our individual markets and circumstances.

Both action groups will shortly report back to the Telecommunications Committee chaired by ANPA Director Frank Blethen, publisher of The Seattle Times. We actively invite your comments during this process. Call your ANPA staff or the involved newspaper executives.

The challenge before us is not an easy one. A number of large communications companies with substantial resources have dipped a finger or two into the world of electronic information, and the wounds are slow to heal. But that doesn't mean we should lie down and play dead as the telephone companies try to move into our business. We, too, have experience, talent and clout; and we should use them. But wisely—and that is what this exercise is all about.

Arthur Ochs Sulzberger
ANPA Chairman


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ANPA Executive Offices
The Newspaper Center, 11600 Sunrise Valley Drive, Reston, Va.
Mail address: Box 17407 Dulles Airport, Washington, D.C. 20041;
(703) 648-1000
FAX: (703) 620-4557

Advertising Sales Representatives

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# ANPA releases benchmark survey

A benchmark ANPA survey on minority employment at U.S. daily newspapers shows that 16.1 percent of the industry's work force is made up of blacks, Hispanics, Asian Americans or Native Americans.

Newspapers lag behind the total U.S. civilian work force that is 21-percent minority.

It is the same story with women. The ANPA survey found that 37 percent of newspaper employees are women. In the U.S. work force, that figure is 47 percent.

The findings correspond closely to reports of the federal Equal Employment Opportunity Commission that total minority employment at newspapers was 15.7 percent in 1985 [presstime, April 1988, p. 26]. The EEOC requires reports on minority and female employment from companies with 100 employees or more.

According to the ANPA survey, conducted this spring, minorities are least-represented in the managerial and professional job categories of all newspaper departments. (See table, p. 55.) Overall, 7 percent of executives and managers, and 10 percent of professional and technical employees, are minorities, the ANPA survey found. Within the total U.S. work force, those percentages are 12 and 16, respectively.

The news-editorial, marketing and advertising departments have the least amount of minority representation.

Production, circulation and a category called "general management" (encompassing positions ranging from publishers to janitors) had the highest.

Members of ANPA's Minority Opportunity Committee said the survey's primary value lies in the numbers themselves.

"We have been running the race for a good while, but we now have some mile markers to show us how fast we are going," said Chairman Jay Smith, publisher of The Atlanta Journal and The Atlanta Constitution.

"To the best of my knowledge, no industry besides our own has ever attempted to do this," Smith said. "I think that, in and of itself, took a lot of courage."

Vice Chairman Karen A. Howze, managing editor of USA Today's international edition, said the survey's findings were not surprising. "I look at the survey as the beginning," she said.

Of particular importance were the low figures in managerial and professional categories, she said. "We really need to look at that and make sure we are talking about moving upward."

Loren F. Ghiglione, publisher and editor of The News of Southbridge, Mass., said he is "delighted that we finally have the numbers."

"The major message is that the industry has to do a lot better, particularly in the management areas," said Ghiglione, who has been chairman of the Minority Committee of the American Society of Newspaper Editors and of the Task Force on Minorities in the Newspaper Business. "If this encourages commitment, that's a big plus."

ANPA President Jerry W. Friedheim said, "The usefulness of this tool will be two to five years down the road, when we are able to replicate it . . . and we see whether our programs are producing any progress."

Commissioned by ANPA and conducted by Belden Associates of Dallas, the survey was based on responses from 546 newspapers representing 502 markets. Questionnaires were mailed to 1,443 newspapers, including ANPA members and non-members. The response rate was 35 percent of markets, 37.8 percent of newspapers. Belden estimated the possible margin of error as plus or minus 4 percent.

Smith of the Atlanta papers said he was reluctant to draw quick conclusions about the differing levels of minority representation among newspaper departments.

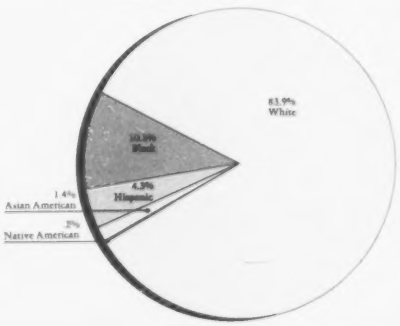
"I think that some departments performed at higher levels because they have jobs which have historically been filled by minorities," such as circulation and production, he said. Comparisons that don't account for such differences, Smith said, "are invidious, dangerous and unfair."

Thirty-eight percent of the responding newspapers said they had active, voluntary, affirmative-action programs. They were the most likely to use all possible methods of minority recruitment.

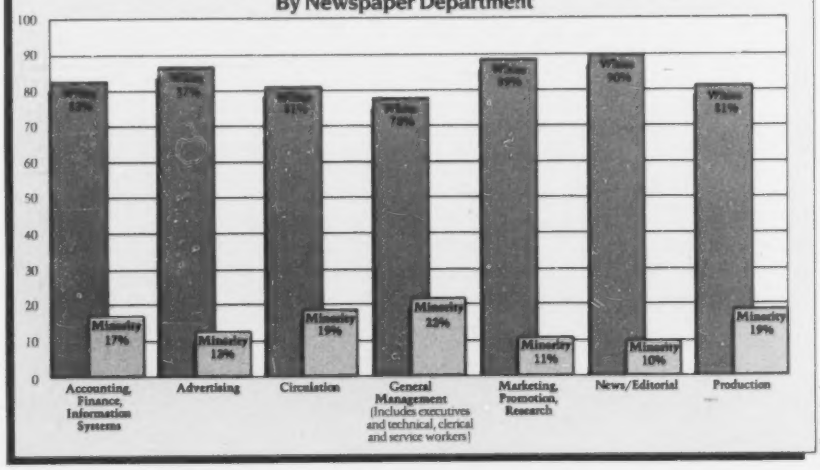
Those newspapers rated the following minority recruitment methods the most highly: job fairs (77 percent), recruiting at minority colleges (74 percent), minority seminars and conferences (70 percent), advertising in their own newspaper (68 percent) and recruiting at non-minority colleges (66 percent).

Among all respondents, the most common methods of minority recruitment were advertising in their own newspaper (74 percent); job fairs (47 percent); advertising in trade publications (46 percent); and recruiting at non-minority colleges (44 percent).

**Racial Mix of Newspaper Business Overall**




**Percent of White and Minority Employees**
**By Newspaper Department**




Alberto Pathoor

**Percent of Minority Newspaper Executives and Managers**

| | Black | Hispanic | Asian American | Native American | Total |
|---|---|---|---|---|---|
| Accounting, Finance, Information Services | 4 | 2 | 2 | * | 8 |
| Advertising | 4 | 2 | 1 | * | 7 |
| Circulation | 6 | 4 | 1 | * | 11 |
| General Management | 5 | 2 | * | * | 7 |
| Marketing, Promotion, Research | 4 | 1 | 1 | * | 6 |
| News/Editorial | 3 | 1 | 1 | * | 5 |
| Production | 5 | 2 | * | 1 | 8 |

*Less than one-half of 1 percent.

Following are the survey's summary results by department:

• **News-editorial** has the smallest minority representation, 10 percent, of all newspaper departments. Eliminating clerical and administrative support staff, the figure drops to 8 percent of newsroom professionals, slightly higher than the 7.02-percent figure in the last annual survey by the American Society of Newspaper Editors [**presstime**, May 1988, p. 68].

Minorities also make up 5 percent of newsroom supervisors; 7 percent of copy editors; 9 percent of reporters or writers; 10 percent of photographers or artists; 18 percent of clerical or administrative support; and 14 percent "other."

Women make up 37 percent of news-editorial employees.

• **Marketing-promotion-research** departments have 11-percent minority employment—6 percent of executives and managers; 7 percent of professional and technical employees; 22 percent of clerical or administrative support; and 15 percent "other."

Women make up 63 percent of employees in these areas.

• **Advertising** departments have 13-percent minority employment—7 percent of executives and managers; 10 percent of professional and technical employees; 12 percent of salespeople; 20 percent of clerical or administrative support and 21 percent "other."

Women make up 66 percent of these employees.

• **Accounting-finance-information services** have 17-percent minority employment—8 percent of executives and managers; 16 percent of professional and technical employees; 20 percent of clerical or administrative support; and 25 percent "other."

Women make up 67 percent of these employees.

• **Production** departments have 19-percent minority employment—8 percent of executives or managers; 10 percent of professional and technical employees; 11 percent of skilled craftspeople; 17 percent of operators (semi-skilled); 28 percent of clerical or administrative support; 53 percent of service workers; and 27 percent "other."

Women make up 19 percent of production employees.

• **Circulation** departments have 19-percent minority employment—11 percent of the executives or managers; 10 percent of professional or technical employees; 20 percent of salespeople; 16 percent of skilled craftspeople; 20 percent of operators (semi-skilled); 24 percent of clerical or administrative support; and 21 percent "other."

Women make up 33 percent of circulation employees.

• **General Management** categories had the highest minority representation, 22 percent. However, the category encompasses publishers, other top executives and professionals, as well as janitorial and other service and clerical workers.

Minorities are 7 percent of executives or managers; 11 percent of professional or technical employees; 19 percent of clerical or administrative support; 42 percent of service workers; and 17 percent "other."

Women make up 45 percent of employees in this category.

Copies of the report are available from the ANPA Human Resources Department, The Newspaper Center, Reston, Va.

*—Mary A. Anderson*

## Videotape showcases minority opportunities

A new videotape aimed at high school and college students, emphasizing opportunities for women and minorities at newspapers, is now available from ANPA Foundation and the Task Force on Minorities in the Newspaper Business.

"You've got a Lot to Offer—We've Got a Lot to Gain" is a 14-minute video produced by the Chicago Tribune Co. for use at career days, job fairs and other recruiting programs. Narrated by actor Mason Adams, who portrayed Ed Asner's managing editor on the former television series "The Lou Grant Show," it features interviews with minority and non-minority employees who are making contributions at newspapers of all sizes.

The video, with brief guides for teachers and recruiters, is available for $20, or at a discount for orders of five or more. For further information, contact Melinda Machado, Task Force on Minorities in the Newspaper Business, The Newspaper Center, Reston, Va. (703) 648-1285. □

## Gates named to ASNE post

The American Society of Newspaper Editors has named Mireille Grangenois Gates as its new minority affairs director.

Gates, 32, had worked as a reporter for USA Today since its inception six years ago.

Mireille G. Gates

Prior to that, she was a business reporter in the Detroit bureau of Business Week magazine and a general assignment reporter for The Baltimore Sun. She graduated from New York University, where she studied journalism and history.

Gates is a member of the National Association of Black Journalists and was a founding member of that organization's Detroit chapter. She has lectured frequently on the topic of minorities in the newsroom. She also has provided weekly radio commentary on civil rights and minority affairs for Gannett News Service Radio.

She succeeded Denise Johnson, who returned to the St. Paul Pioneer Press Dispatch. □

## Minority journalists cite slow progress

Nine of every 10 minority journalists say the media have done little to integrate newsrooms, according to a University of Missouri survey.

Ninety-one pecent of the 104 minority journalists responding to the survey, when asked whether media managers are "doing all they can," said no. When asked whether those managers are "trying hard enough" to achieve parity, 72 percent said no.

The results show "media managers are not pushing to achieve parity in their newsrooms," said Ben Johnson, managing editor of the Columbia Missourian, the daily produced by the journalism school.

Results of the poll were published in the 1988 edition of *Who's What and Where*, a directory of minorities in the media prepared by Johnson and his wife, Mary Bullard-Johnson. Both are instructors at Missouri's School of Journalism.

The university's Missouri Media Research Bureau distributed the survey to 267 minority newspaper, magazine and broadcast journalists selected from 4,000 listed in the directory. The 104 responses yielded a 39-percent response rate. □

# June consumption gain ends two-month drop

U.S. daily newspapers used 0.7 percent more newsprint in June compared with June 1987, reversing a two-month decline. For the first six months of 1988, their consumption was up 1.3 percent compared with the same period a year earlier.

Likewise, consumption by all U.S. users climbed in June after two months of declining use compared with 1987 figures. It was up 0.3 percent during the month and 1.9 percent for the first half of the year.

Newsprint inventories of newspapers in ANPA's statistical sample averaged a total of 51 days in June, compared with 47 days in June 1987.

June's shipments from Canadian mills were down 6.8 percent from June 1987. Canadian shipments to the United States decreased 4.8 percent, while those overseas increased 9.6 percent.

Shipments from U.S. mills dropped 0.6 percent. Domestic shipments were down 1.3 percent while shipments overseas were up 12.8 percent.

### Estimated consumption of all U.S. daily newspapers[1]

| Region | May 1988(r) | May 1987 | % Change |
|---|---|---|---|
| Northeast | 208,682 | 213,356 | -2.2 |
| North Central | 170,570 | 171,884 | -0.8 |
| South | 247,348 | 250,411 | -1.2 |
| West | 180,742 | 179,900 | +0.5 |
| **Circulation Size** | | | |
| up to 25,000 | 65,112 | 63,250 | +2.9 |
| 25,001-100,000 | 169,005 | 172,652 | -2.1 |
| Over 100,000 | 573,225 | 579,649 | -1.1 |
| May totals | 807,342 | 815,551 | -1.0 |
| Five-month totals | 3,849,722 | 3,794,684 | +1.5 |
| **Region** | **June 1988(p)** | **June 1987** | **% Change** |
| Northeast | 195,870 | 197,347 | -0.7 |
| North Central | 163,557 | 158,474 | +3.2 |
| South | 227,283 | 224,446 | +1.3 |
| West | 170,919 | 172,377 | -0.8 |
| **Circulation Size** | | | |
| up to 25,000 | 59,957 | 58,939 | +1.7 |
| 25,001-100,000 | 158,571 | 161,306 | -1.7 |
| Over 100,000 | 539,101 | 532,399 | +1.3 |
| June totals | 757,629 | 752,644 | +0.7 |
| Six-month totals | 4,607,351 | 4,547,328 | +1.3 |

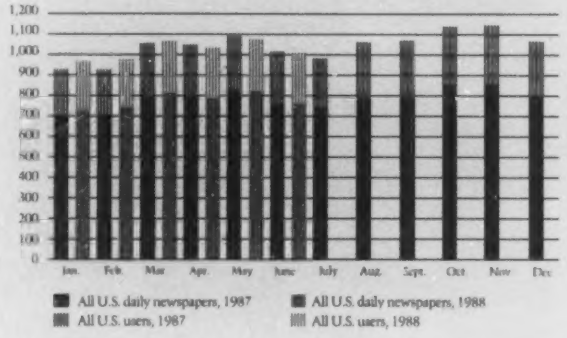
### Estimated consumption of all U.S. users

| | 1988 | 1987 | % Change |
|---|---|---|---|
| April totals | 1,023,484(r) | 1,031,263 | -0.8(r) |
| May totals | 1,063,099(r) | 1,072,851 | -0.9(r) |
| June totals | 999,399(p) | 996,326 | +0.3(p) |
| Six-month totals | 6,066,738(p) | 5,951,223 | +1.9(p) |

### Production

| | Canada | U.S.A. | North America |
|---|---|---|---|
| June 1988 | 798,564 | 444,799 | 1,243,363 |
| June 1987 | 806,322 | 444,287 | 1,250,609 |
| Increase or decrease | -7,758 | +512 | -7,246 |
| | -1.0% | +0.1% | -0.6% |
| Six months 1988 | 4,995,455 | 2,711,027 | 7,706,482 |
| Six months 1987 | 4,837,008 | 2,593,137 | 7,430,145 |
| Increase | +158,447 | +117,890 | +276,337 |
| | +3.3% | +4.5% | +3.7% |

### Estimated newsprint consumption, 1987-1988 (thousands of metric tons)




### Stocks

| U.S. publishers[2] | Tonnage | Days' supply on hand | Days' supply in transit |
|---|---|---|---|
| April 1988 | 971,780 | 40 | 6 |
| April 1987 | 869,316 | 35 | 5 |
| May 1988 | 951,494 | 40 | 6 |
| May 1987 | 847,549 | 35 | 6 |
| June 1988 | 971,186 | 44(p) | 7(p) |
| June 1987 | 885,171 | 40 | 7 |
| **Canadian mills** | | | |
| June 1988 | 310,592 | — | — |
| June 1987 | 272,935 | — | — |
| **U.S. mills** | | | |
| June 1988 | 59,369 | — | — |
| June 1987 | 39,845 | — | — |

### Shipments

| From Canadian mills | U.S.A. | Canada | Export | Total |
|---|---|---|---|---|
| June 1988 | 590,434 | 103,013 | 157,469 | 850,916 |
| June 1987 | 620,070 | 93,079 | 143,616 | 856,765 |
| Six months 1988 | 3,519,347 | 608,531 | 746,080 | 4,873,958 |
| Six months 1987 | 3,498,732 | 572,614 | 769,931 | 4,841,277 |
| Increase or decrease | +20,615 | +35,917 | -23,851 | +32,681 |
| | +0.6% | +6.3% | -3.1% | +0.7% |
| **From U.S. mills** | | | | |
| June 1988 | 421,127 | | 27,500 | 448,627 |
| June 1987 | 426,740 | | 24,370 | 451,110 |
| Six months 1988 | 2,536,033 | | 151,756 | 2,687,789 |
| Six months 1987 | 2,444,373 | | 157,993 | 2,602,366 |
| Increase or decrease | +91,660 | | -6,237 | +85,423 |
| | +3.7% | | -3.9% | +3.3% |
| **From North American mills** | | | | |
| June 1988 | 1,011,561 | 103,013 | 184,969 | 1,299,543 |
| June 1987 | 1,046,810 | 93,079 | 167,986 | 1,307,875 |
| Six months 1988 | 6,055,380 | 608,531 | 897,836 | 7,561,747 |
| Six months 1987 | 5,943,105 | 572,614 | 927,924 | 7,443,643 |
| Increase or decrease | +112,275 | +35,917 | -30,088 | +118,104 |
| | +1.9% | +6.3% | -3.2% | +1.6% |

[1]Based on stratified data from newspapers in ANPA statistical sample; figures in this and other tables are in metric tons.

[2]Represents stocks of newspapers in ANPA statistical sample.
(r) = revised (p) = preliminary